

AREA 51[®]

Dear Store Manager:

Midway is pleased to bring you **AREA 51** for the PlayStation 2, Xbox and PC! Featuring online capabilities of up to 16 players, **AREA 51** is the only action-packed 1st person shooter set in the U.S. government's rumored most secret and secure military facility. Online players of **AREA 51** will experience enhanced game modes such as Deathmatch, Team Deathmatch, Capture the Flag, and Humans vs. Aliens.

Here are some reasons why **Area 51** will be such a breakout FPS hit:

High production values: Featuring the voice-acting talents of **David Duchovny**, **Powers Boothe** and **Marilyn Manson**.

High cultural relevancy: **Area 51** will add fuel to the public's fascination with the government facility by capturing the lore and conspiracy theories.

Strong coin-op lineage: First released in 1995, the classic coin-op shooter was one of the greatest arcade shooters of the 1990s.

Here is a sampling of what people are buzzing about **Area 51**:

OPM review score: 4 out of 5

"This one (Area 51) could just be your second HALO." – EGM

"Area 51 is one of the most promising console FPS games we've seen this year, and it'll only get better in the months leading up to its early 2005 release." – UGO.com

"It's that good, and it might be the first breakout shooter of 2005." – OPM

The quality of this product combined with Midway's marketing muscle which includes a massive TV, print, online and PR campaign will make **Area 51** a breakout hit in April.

To introduce you to this title for 2005, we have provided you with all the information you need to add it to your line-up. **The poster is a gift for you – please do not post in-store!** Please take a few moments to review the materials and don't forget about the Pre-Sell program!

Sincerely,



Serene Chan
Senior Product Manager



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*and
get*



FREE!

- ▶ **20 Midway Arcade Classics on 1 Disk!**
- ▶ **Limited Quantities. Available while supplies last.**
- ▶ **Consumer receives copy when they pickup Area 51®**

**PC
CD-ROM
SOFTWARE**

Print Ads

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AREA-51

THE CONSPIRACY IS NO LONGER A THEORY.

Discover the mind-blowing truth about UFOs, Roswell, alien autopsies and more as you blast your way through the US government's most secret and secure military facility: Area 51.

Battle an enemy unlike anything you've ever faced. Mutate and experience amazing alien abilities. Intensify the action with online multiplayer combat.

ESRB M Blood Intense Violence Strong Language

PC CD-ROM GAME

XBOX

XBOX LIVE

PlayStation 2

ONLINE BROADBAND ONLY

POWERED BY gameSpy

AREA51-GAME.COM

MIDWAY

Two Page Spread Ad

THE PENTAGON WASHINGTON

“WE OFFICIALLY DENY THE EXISTENCE OF ANY PLACE CALLED AREA 51.”

COMING APRIL 2005
WWW.AREA51-GAME.COM

POWERED BY gameSpy

ESRB M Blood Intense Violence Strong Language

PC CD-ROM GAME

XBOX

XBOX LIVE

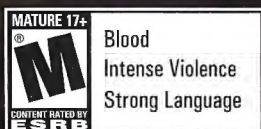
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PlayStation 2

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PlayStation 2





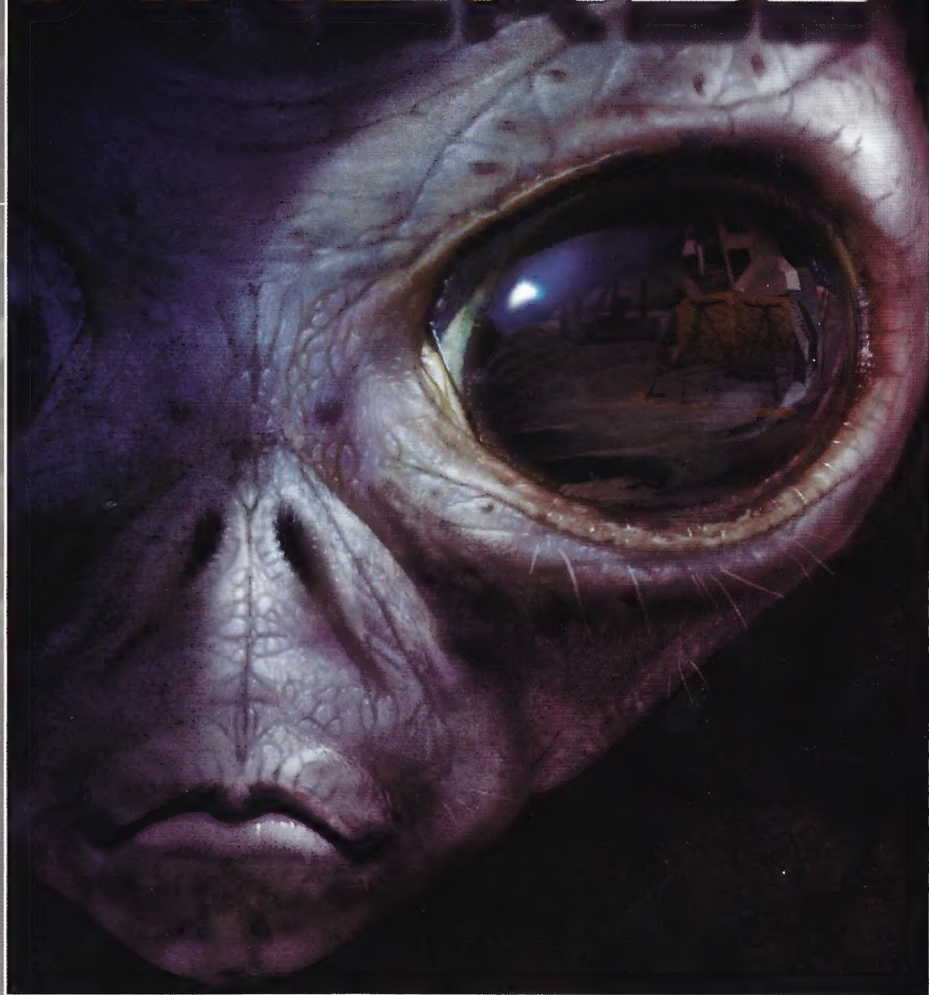
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**ARE YOU READY
FOR THE TRUTH?**

AREA-51®

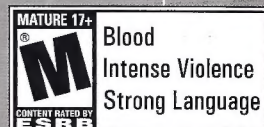


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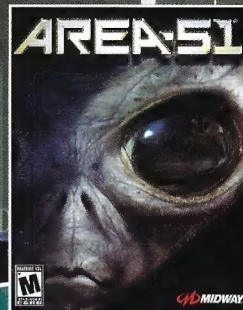


PlayStation.2



AREA-51®

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DESCRIPTION

Area 51® is the only action-packed 1st person shooter set in the U.S. governments' most secret and secure military facility. Take on the role of Specialist Ethan Cole, a hazardous materials specialist sent in by the U.S. Army to investigate a highly volatile biohazard situation. Explore, investigate and battle through Area 51, where futuristic Alien enemies, powers, and weaponry await you. Discover the truth about the extraterrestrial crash at Roswell, the faked lunar landing, Alien autopsies and more as you explore the reality of these chilling conspiracies. Your survival, and that of the entire world, rests on your ability to remain human and solve the enigma of Area 51 before a viral mutagen mutates all life on Earth.

WHY TO BUY

- **Intriguing Theme**— For the first time, gamers can explore the secrets behind the mysteries, the conspiracies, and the enigma that is Area 51.
- **Coin-op Lineage**— First released in 1995, the classic coin-op arcade game Area 51 introduced gamers to the hidden secrets and government conspiracies within the most secure and secretive installation in the country. With digitized graphics, heart-pounding action and sound effects, Area 51 became one of the greatest arcade shooters of the 1990's.

FEATURES

- **Government Conspiracies**— Discover the real answers behind such conspiracy theories as the crash at Roswell, the alien autopsies and the faked lunar landing.
- **Biological Mutations**— An infectious mutagen has given players alien-enhanced physical abilities but is slowly transforming them into aliens themselves. They must find the cure before it's too late and their humanity is lost forever.
- **Fearsome and Futuristic Weaponry**— Players are armed with a multitude of top-secret human armament as well as extraterrestrial weaponry as they explore the dark and menacing corridors of Area 51.
- **Online Multiplayer Combat for the PlayStation®2 and Xbox® Live**— Compete against friends via 4-player split-screen and system link. Battle it out with 16 player multi-play set-up on Xbox Live.

MARKETING

Area 51®	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Television*												
Print Advertising												
Online Advertising												
Public Relations												
Promotions												

*Networks include: ESPN, ESPN2, MTV, MTV2, Sci-Fi, Comedy Central, G4, Spike TV, FX

Minimum PC specifications:

CPU: Intel P3 1.4GHz or AMD Athlon 3000+, Sempron 2200+ or greater
RAM: 256MB

VIDEO: ATI Radeon series (8500 or better) 8500, All-In-Wonder 8500, 9000, 9200, 9500, 9600, 9700, 9800, X300, X600, X800, Nvidia QuadroTM series, Quadro, Quadro2, Quadro4, GeForce3, 3 Ti, GeForce4, 4Ti, MX 420, 440, GeForce FX 5200, 5600, 5700, 5800, 5900, 5950, GeForce 6600, 6800, Intel Extreme Graphics (non-T&L; requires 2.0 GHz processor) 865G, 865GV and GMA 900 chipsets

DirectX 9.0b (supplied on CD)
Video Card Requires a minimum of 32MB RAM
SOUND: DirectX 9.0b Compliant Sound Card
HDD: Unknown
CD/DVD: 4X Speed CD/DVD

Logo and artwork subject to change.



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